

CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 07/25/00

AGENDA ITEM 14

WORK SESSION ITEM _____

TO: Redevelopment **Agency Board** Members

FROM: Director of Community and Economic Development

SUBJECT: Consideration of an Amendment to the Preliminary Plan for the Downtown Hayward Redevelopment Project - Mission-Foothill Boulevard Corridor

RECOMMENDATION:

It is recommended that the Redevelopment Agency accept the Amended Preliminary Plan, and direct staff to prepare the Amended Redevelopment Plan.

BACKGROUND:

On June 20, **2000** the Redevelopment Agency reviewed the findings of a Feasibility Analysis for the proposed Plan Amendment prepared by GRC Redevelopment Consultants. The purpose of this report was to provide an initial assessment of whether the required physical and economic blight criteria for adoption of a plan amendment could be met within the Survey Area, and to review the **scope** of the proposed plan amendment. Following its review of the report, the Agency Board indicated that staff should proceed with the plan amendment process.

The proposed plan amendment would add approximately 780 acres to the existing **610-acre** project area. As shown in the Amendment to the Preliminary Plan (see Attachment "A"), the added area consists of two sub-areas. The first sub-area consists of additions in the North Hayward area, including the north end of the Foothill Boulevard corridor from Mattox Road to Hazel Avenue, and the north end of Mission Boulevard corridor from the northerly City boundary at Rose Street to A Street. The second sub-area extends along the Mission Boulevard corridor from Jackson Street south to the City boundary at approximately Tamarack Drive, and includes land west of Mission Boulevard to the east side of the BART tracks.

The amendment area includes the northern entries to Hayward for Mission and Foothill Boulevards, the South Hayward BART Station, Moreau High School, the auto row area along Mission Boulevard, and the Hayward Plunge. Much of the amendment area lies along the western edge of the proposed Route 238 right of way. Finally, the proposed amendment includes two areas that are currently outside of the existing City limits, including a portion of the north Foothill Boulevard corridor, and the La Vista Quarry east of Mission Boulevard at Tennyson Road. While the City has proposed annexation of both these areas, the County would need to approve of their inclusion within the Hayward Redevelopment Project Area.

THE **AMENDMENT** TO THE **PRELIMINARY** PLAN:

The action currently proposed for your consideration is approval of an Amendment to the Preliminary Plan. The Preliminary Plan is a brief document that outlines the basic concept for redevelopment within the amended Project Area. The required contents of the Preliminary Plan are defined under California Redevelopment Law, and are summarized in the Amendment to the Preliminary Plan (see Attachment C). It is important to point out that the Preliminary Plan does not commit the City to amending the Redevelopment Plan for the existing project area. It is merely a required initial step toward the formal consideration of such an amendment. The proposed amendment area boundaries that are established with this Amendment to the Preliminary Plan may later be modified by the Planning Commission, subject to approval by the Agency Board.

The Amendment to the Preliminary Plan states that the proposed plan amendment will conform to the City's General Plan, Zoning Ordinance and other adopted City land use policies and plans as the development standards for the proposed amendment area; There are specific references made to the North Hayward, Mission-Foothills, Mission-Garin and Fairway Park neighborhood plans. Among the policies cited are those which:

- encourage clustering of higher density and transit-oriented retail and housing development, particularly around the South Hayward BART Station;
- Encourage the consolidation of Auto Row, and improvements to enhance its functioning and aesthetics;
- Pursue infrastructure improvements, including sidewalks, curb and gutters, drainage and utility undergrounding;
- Improve view corridors on major streets and entryways to Hayward with additional landscaping and focal points.

NEXT STEPS:


The Planning Commission approved the Amendment to the Preliminary Plan on July 13, 2000. Upon Agency approval of the Amendment to the Preliminary Plan, all taxing agencies within the proposed amended project and the State Board of Equalization would be notified of the Agency's intent to prepare an Amended Redevelopment Plan.

The Agency Board will also consider expanding the Hayward Redevelopment Area Committee (**HRAC**) to include representation from the proposed amendment area, and staff and the consultants will prepare public mailings and schedule both community meetings and the HRAC elections. The HRAC is required to include representatives of residential owners, tenants, businesses and community organizations located within the amendment area. It is anticipated that the HRAC elections will take place in late September 2000.

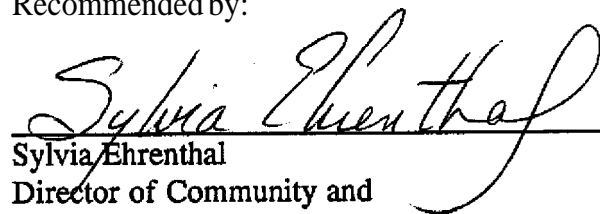
In addition, the consultants will proceed with the preparation of the Amended Redevelopment Plan, Draft Environmental Impact Report (**EIR**) and the Preliminary Report to Council. The Report to Council is the document that provides a detailed blight and fiscal analysis of the proposed Redevelopment Plan amendment. The above-mentioned documents will then be circulated to the Agency Board/City Council, the Planning Commission, and the HRAC, as well as the **affected** taxing entities. It is expected that these documents will be ready for circulation in January 2001.

Staff will also conduct consultations with the affected taxing entities, and additional community workshops and meetings with the **HRAC** will be held. The final decision regarding whether to approve the amendment will come at a joint public hearing of the City Council and Agency Board. Staff currently projects that this joint public hearing will be held in June 2001.


Prepared by:


Maret Bartlett
Redevelopment Director

Recommended by:

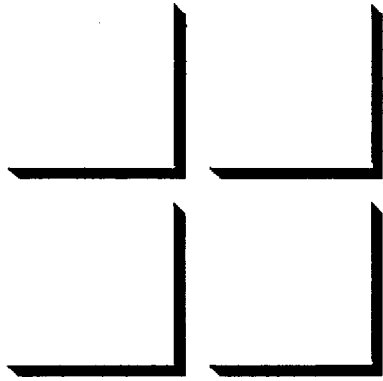

Sylvia Ehrenthal
Director of Community and
Economic Development

Approved by:


Jesus Armas, City Manager

Attachments:

- A Amendment to the Preliminary Plan
- B. Resolution



July 2000

Amendment to the Preliminary Plan for Downtown Hayward Redevelopment Project – Mission-Foothill Corridor

REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD

The City of Hayward Planning Commission, and
The Redevelopment Agency of the City of Hayward

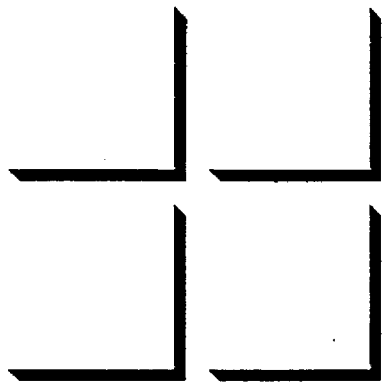
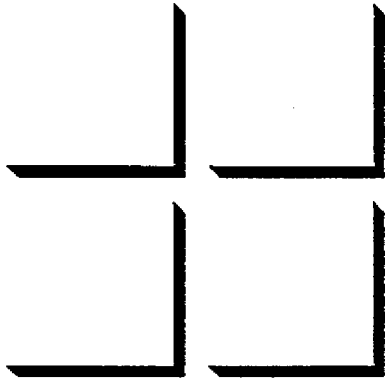


TABLE OF CONTENTS

Purpose of the Preliminary Plan	1
Preliminary Plan Contents	2
Redevelopment Goals	2
Proposed Amendment Area Boundaries	3
Proposed Land Uses	3
Conformance to the General Plan	3
Proposed Layout of Principal Streets	4
Proposed Population Densities, Building Intensities, and Standards . . .	5
Activities Meeting the Purposes of Redevelopment Law	5
General Impact of the Project Upon the Residents Located Within the Amendment Area, and Upon Surrounding Neighborhoods	6

LIST OF FIGURES

- Exhibit A • Amendment Area Map
- Exhibit B-1 • General Plan **Land** Use
- B-2 • General Plan Land Use



PURPOSE OF THE PRELIMINARY PLAN

The City **Council** of the City of Hayward (the "**City**") adopted the **Downtown** Hayward Redevelopment Plan by Ordinance No. **75-029** on **December** 30, 1975 and amended the Plan by Ordinance No. 87-009 on April **21, 1987** and by **Ordinance** No. **98-016** on November **10, 1998** (as amended, the "Existing Plan"). The Existing Plan established the Hayward Downtown Redevelopment **Project** Area as amended (the "**Existing** Area") to be redeveloped in accordance with the provisions of the California Community **Redevelopment** Law ("CRL").

The Redevelopment Agency of the **City** of Hayward (the "**Agency**") believes that certain areas Contiguous to the Existing Area may also benefit from redevelopment **assistance**. On February 15, 2000, the **City** Council approved a **Survey Area** and directed the Hayward **Planning** Commission (the "Planning Commission") to select Amendment Area boundaries **from** within the Survey Area boundaries **and** to formulate the Preliminary Plan for the selected area. The Redevelopment Agency Board will affirm the decision of the Planning Commission regarding the **Preliminary** Plan.

The Planning Commission may later modify the **proposed Amendment** Area boundaries that are established with this Preliminary Plan. **Such** changes are subject to **approval** by the Agency.

This Preliminary Plan briefly describes the overall goals and purposes of the proposed amendment and is required as a basis for the subsequent development of a more **definitive plan** for redevelopment of the Amendment Area. It is important to point out that the **Preliminary** Plan does not commit the City to amending the **Redevelopment** Plan for the Existing Project Area. It is merely a required **initial** step in the formal consideration of the suitability of **such** an amendment.

PRELIMINARY PLAN CONTENTS

The Preliminary Plan **is** required by Section 33324 of the CRL to **contain** the **following** information:

- A description of **the** boundaries of **the** Amendment Area.
- A **general** statement of the land use, layout of **principal** streets, population densities, and building intensities and standards proposed as the basis of the redevelopment of the Amendment Area.
- A demonstration of how the purposes of the **CRL** would be attained by such redevelopment.
- A demonstration that the proposed redevelopment conforms to the **General** Plan.
- A general description Of the impact of **the** project upon residents **located** within the Amendment Area and upon surrounding neighborhoods.

REDEVELOPMENT GOALS

The **overall goals** of the redevelopment **effort** are **to** alleviate blighting **conditions** by:

- Rehabilitating existing commercial, industrial, and residential properties.
- Stimulating new **commercial**, industrial, and residential construction.
- Constructing and improving infrastructure and other public improvements.
- **Improving** the **overall aesthetics** Of the area, including **streetscape** improvements, weed abatement, and monument **signage**.
- 'Alleviating problems associated with uses that do not conform to the **General** Plan or are incompatible with adjacent uses.
- Reducing crime and **graffiti** through coordination of efforts with property owners, residents, businesses, and the Police Department.
- Assisting owner, business, and public agency cooperation and participation in revitalization efforts.
- Creating local job opportunities, and preserving and expanding the area's existing employment **base**.
- Assisting with the assembly of **parcels** into more-developable Sites.

- Establishing modern, convenient commercial centers to serve the needs of the surrounding neighborhoods.
- Eliminating **environmental** hazards.
- Increasing, improving, and/or preserving the community's supply of housing, especially for low- and moderate-income households.
- Developing housing programs to assist with rehabilitation and home ownership.

These goals may be **refined**, expanded upon, or otherwise modified as part of **the** redevelopment plan adoption process.

PROPOSED AMENDMENT AREA BOUNDARIES

The proposed Amendment Area **boundaries** include all of the territory within the Amendment Area Map attached as **Exhibit "A"**. A complete **legal description** and map of the Amendment Area will be available once the boundaries are adopted by the **Planning** Commission and affirmed by the Agency.

PROPOSED LAND USES

As a basis **for the** redevelopment of the Amendment Area, it is proposed that, in **general the land uses in the** Amendment **Area** shall be residential, commercial, commercial/high density residential (**CHDR**), and public uses. The following table estimates the existing **land** uses in the Amendment Area.

CONFORMANCE TO THE GENERAL PLAN

In accordance with **State** law, redevelopment activities in the Amendment Area shall conform to the Hayward General Plan. The Redevelopment Plan will provide for **continuous** land use conformity with the **General** Plan by including a provision that incorporates the General Plan by reference. This inclusion will ensure that the Redevelopment Plan will **remain** consistent with the General Plan even if there are **changes to** the **General** Plan, or if any Specific Plans are adopted. The maps attached as Exhibit **"B"** show General Plan **land** uses as by **sub-area**.

The following policies of the Hayward General Plan Land Use and Circulation Elements are relevant **to** redevelopment activities within the Amendment **Area**:

- Encourage transit-oriented development; where appropriate, encourage intensive new residential and commercial development within **1/2 mile** of **BART** stations or **1/4 mile** of major bus routes. Page III-53
- Recognize and enhance Hayward's strong position as a **retail** center for consumer durables such as automobiles; recognize need for **visibility**, seek consolidation of frontage into special use areas such as Auto Row, and buffer surrounding uses. Page V-10
- Concentrate commercial areas into more attractive shopping areas by breaking up underutilized commercial strips with areas of higher density housing. Page **V-10**
- Evaluate feasibility of **further** improvements at those intersections where congestion is projected in the future (e.g.; **Foothill/Jackson/Mission, Mission/Carlos B e e , Mission/Harder**). Page III-55
- Enhance entrances to Hayward with distinctive planting, signing or architecture. Page IX-9
- Improve view corridors down major streets with additional landscaping and focal **points** at turns and reduction of overhead wires, **billboards** and excessive or **unsightly signage**. Page IX-9

PROPOSED LAYOUT OF PRINCIPAL STREETS

The principal streets in the proposed Amendment Area **include** Foothill Boulevard and its intersections with **Mattox** Road/Castro **Valley** Boulevard and Grove Way, and Mission Boulevard and its intersections with Jackson Street, Orchard **Avenue/Carlos Bee** Boulevard, Harder Road, Tennyson Road, and Industrial Parkway.

Modifications to the layout and routing of existing streets and/or alleys is possible during the implementation process if the amendment is approved. Other such changes may be proposed as redevelopment proceeds. It is expected that some street extensions and closures, paving, and other improvements, including the construction of curbs, gutters, and **local** drains, **will** occur.

PROPOSED POPULATION DENSITIES, BUILDING INTENSITIES, AND STANDARDS

The type, size, height, and density of all structures shall be established by ~~the~~ applicable federal, state, and local statutes, ordinances, and regulations, including, but not limited to, the Zoning Code, the Building **Code**, and the General Plan and Neighborhood Plans, as adopted or subsequently amended.

The proposed Amendment Area includes a large number of dwelling units. Under the General Plan, it is anticipated that additional dwelling units could be constructed **in** the proposed Amendment Area, either in residential **areas** or in under-utilized **commercial** areas. On the other hand, there are existing **dwelling** units that are located **in** areas not designated for residential purposes, and, as such, could be replaced over the life of the Redevelopment Plan. Overall, it is expected that the net resident **population in** the Amendment Area **will increase** over the life of the Redevelopment Plan.

ACTIVITIES MEETING THE PURPOSES OF REDEVELOPMENT LAW

In accordance with state law, redevelopment means the planning, development, replanning, redesign, **clearance**, reconstruction, or rehabilitation, or any combination of these, on property as may be appropriate or necessary in the interest of the general welfare.

Following that definition; the general objectives to be achieved in the Project Area include:

- a) **Alleviating** the causes and effects of blight.
- b) Constructing needed infrastructure improvements including, but not limited to, streets, curbs, gutters, sidewalks, sewer **lines**, water lines, drainage systems, and other public improvements in order to -remove blighting **influences**.
- c) Promoting improvements in commercial, **industrial**, a n d residential areas, which will expand the local economic base and further reduce blight.
- d) Improving, increasing, and preserving the community's housing stock, especially for low- and moderate-income families.

Meeting these objectives will improve the physical and economic conditions in the Amendment Area, the City as a whole, and surrounding cities and communities. Therefore, redevelopment in the

Amendment Area clearly meets the purposes of redevelopment as defined in the CRL.

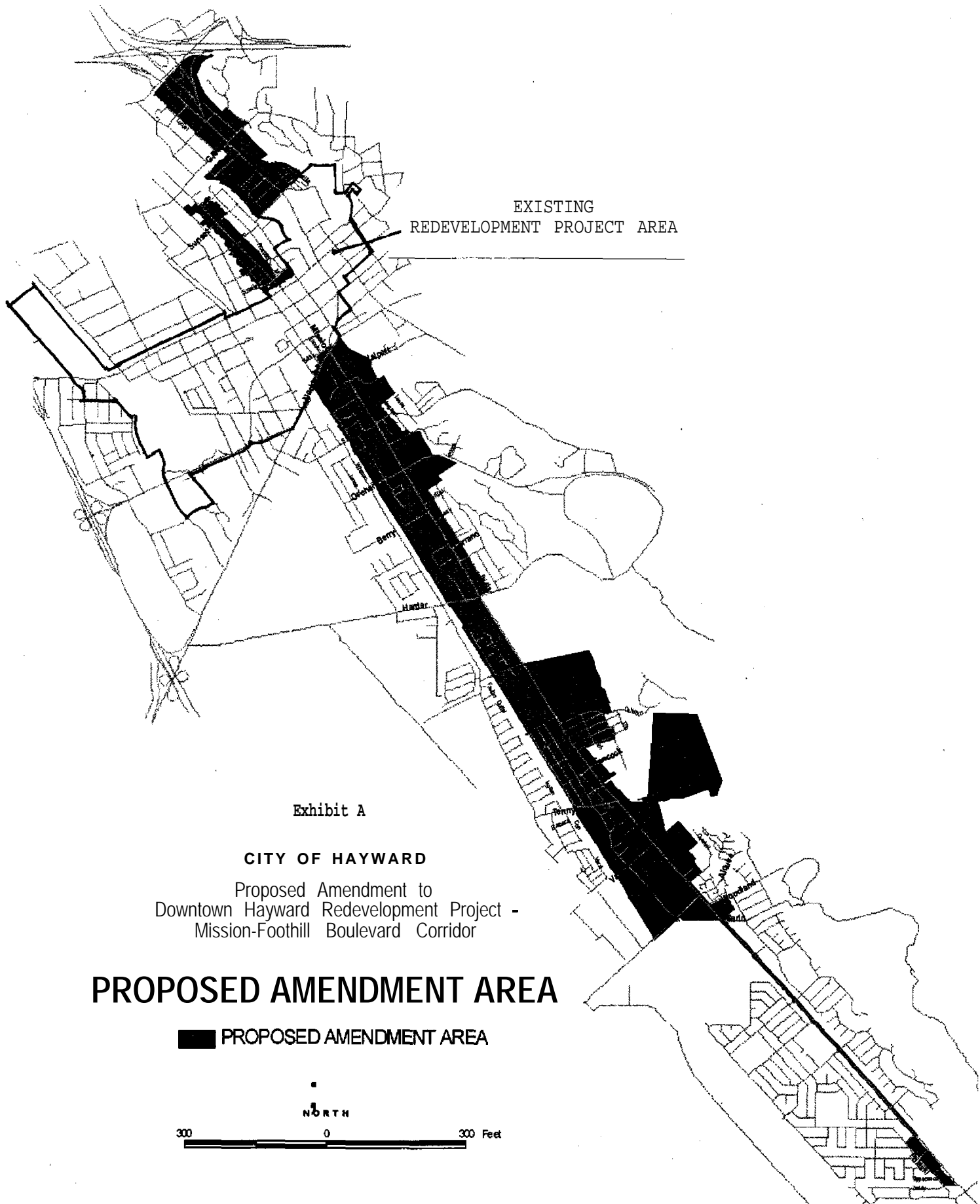
GENERAL *IMPACT* OF THE PROJECT UPON *THE* RESIDENTS LOCATED WITHIN THE AMENDMENT AREA, AND UPON *SURROUNDING NEIGHBORHOODS*

The Agency is expecting to include eminent domain authority in the Redevelopment Plan. Should future improvement activities actually eliminate residential units that are occupied by persons or families of low- or moderate-income, the Agency will be required to **provide** a like number of replacement units in the community. All persons relocated from the Amendment **Area as** a direct result of redevelopment activities of the Agency will be eligible to receive monetary relocation compensation. In addition, the Agency is required to set aside **20%** of **all** tax increment revenue for the purpose of increasing, improving, and preserving the supply of low- and moderate-income housing. These **funds** may be spent either inside or outside the Existing Project Area and the Amendment Area.

Agency activities in the Amendment Area will serve **to** preserve and expand the local tax and employment base. These activities will have the benefit of providing more local employment opportunities. Expansion of the local tax base **will also** result in an increased source of funding with which to support local programs and services for local **residents**.

The alleviation of blighting conditions by the Agency should **also** mean improvements to the physical and economic environment, which, in turn, will be directly or **indirectly** beneficial to all citizens of the City.

Potential physical impacts of the Redevelopment Plan **will** be discussed in an Environmental Impact Report, **which** must be **certified** by the City Council and the Agency prior **to** the approval of the amendment.



EXISTING
REDEVELOPMENT PROJECT AREA

Exhibit A

CITY OF HAYWARD

Proposed Amendment to
Downtown Hayward Redevelopment Project -
Mission-Foothill Boulevard Corridor

PROPOSED AMENDMENT AREA

■ PROPOSED AMENDMENT AREA

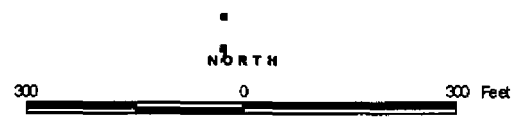




Exhibit BI

CITY OF HAYWARD

Proposed Amendment to Downtown Hayward Redevelopment Project Mission-Foothill Boulevard Corridor

GENERAL PLAN LAND USE SUB AREA 1-

Hayward General Plan Land Use Legend

-  Residential
-  Commercial
-  Commercial/High Density Residential (CHDR)
-  Public

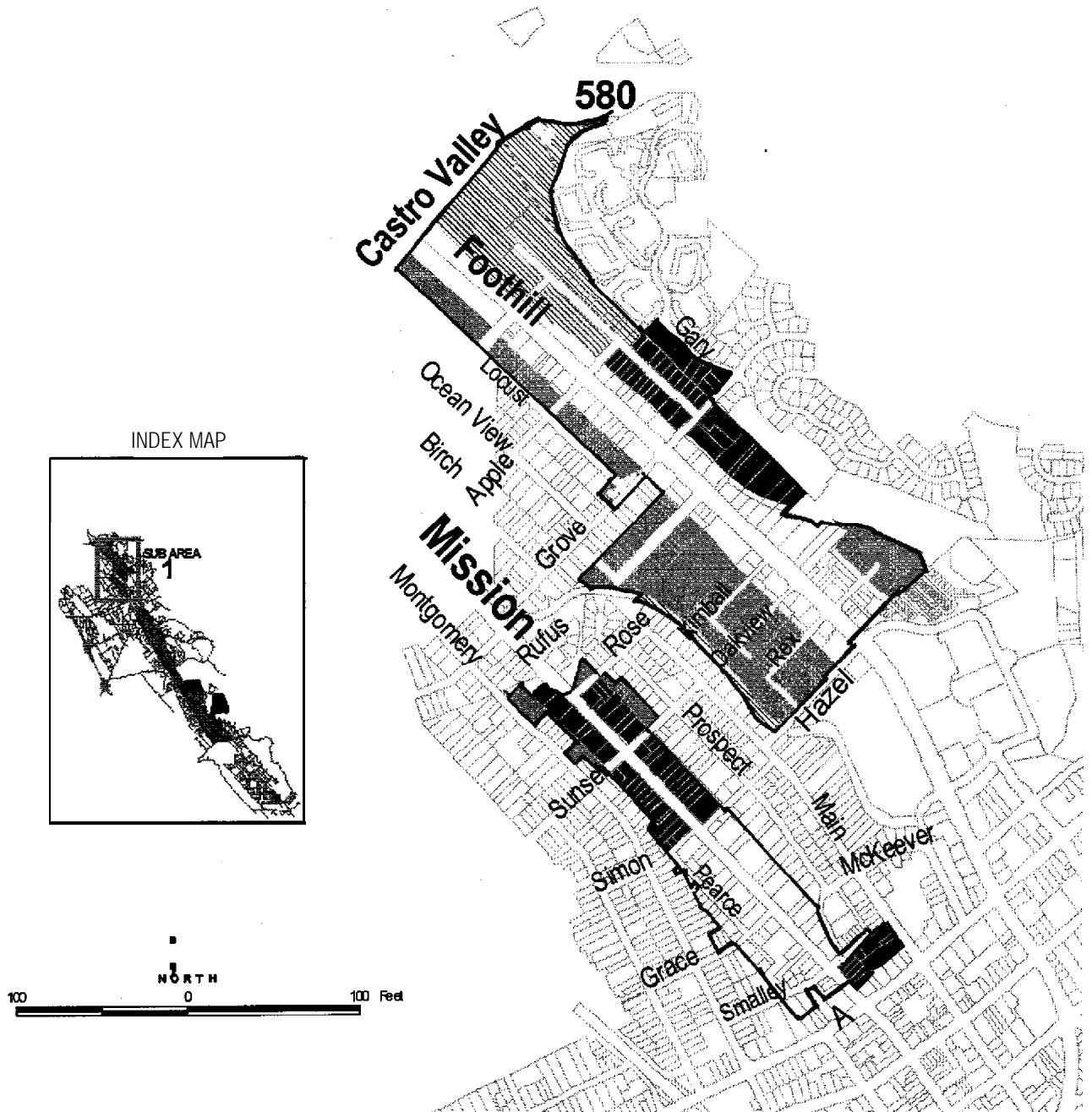






Exhibit 82

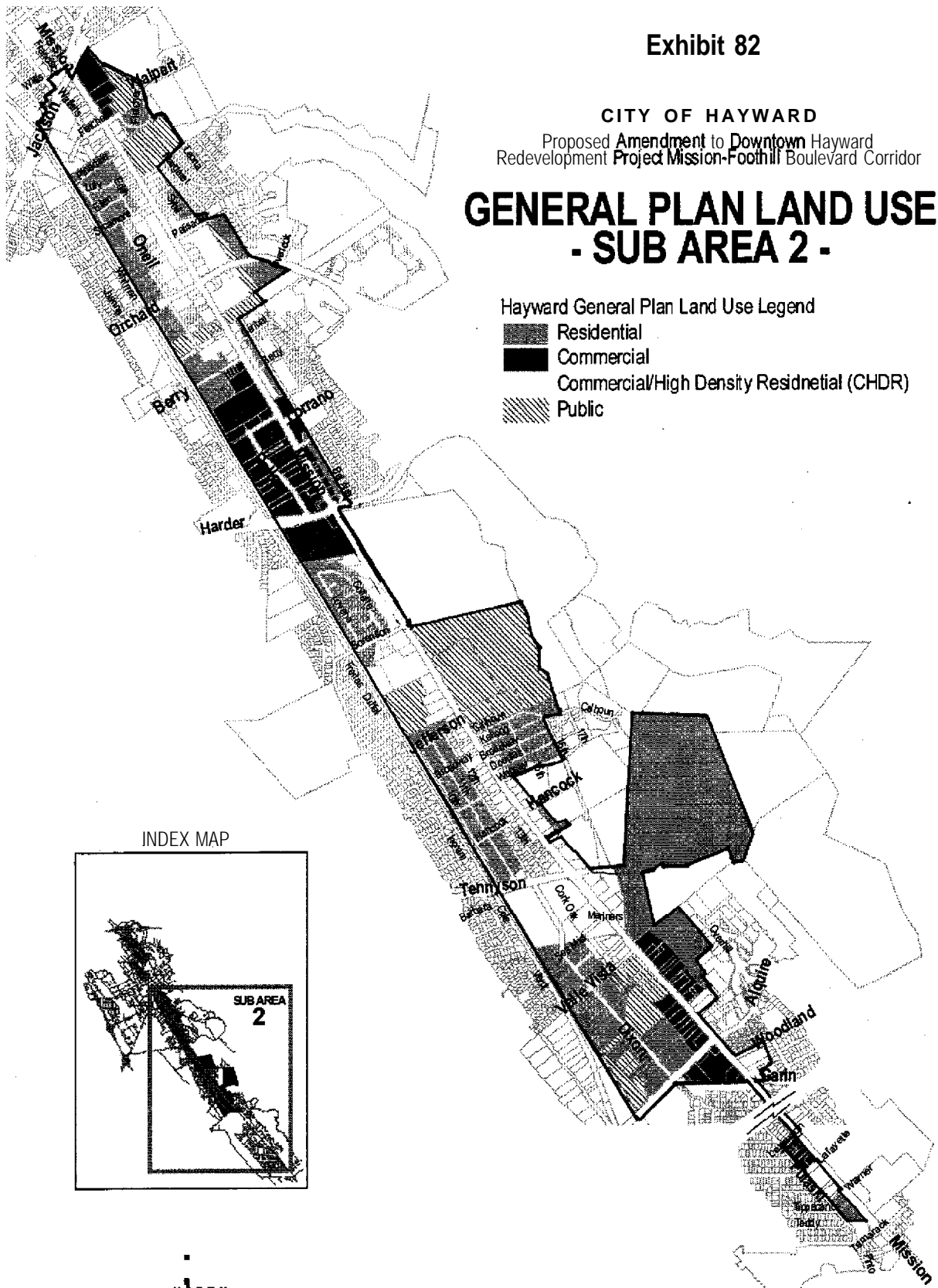
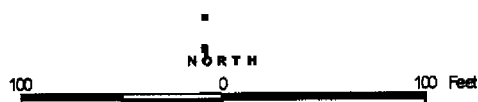
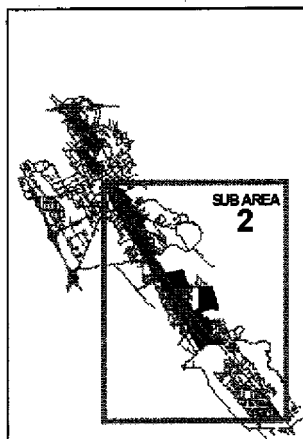
CITY OF HAYWARD
Proposed Amendment to Downtown Hayward
Redevelopment Project Mission-Foothill Boulevard Corridor

GENERAL PLAN LAND USE - SUB AREA 2 -

Hayward General Plan Land Use Legend

-  Residential
-  Commercial
-  Commercial/High Density Residential (CHDR)
-  Public

INDEX MAP



DRAFT

*mae
7/20/00*

REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD

RESOLUTION NO. RA-

Introduced by Agency Member _____

RESOLUTION ACCEPTING THE AMENDMENT TO THE PRELIMINARY PLAN FOR THE DOWNTOWN HAYWARD REDEVELOPMENT PROJECT - MISSION-FOOTHILL CORRIDOR

WHEREAS, on July 13, 2000, the Planning Commission recommended amendment of the boundaries of the project area for the Downtown Hayward Redevelopment Project - Mission-Foothill Corridor (the "Project") to add an approximate 780 acres to the existing **610-acre** project area; has recommended approval of the Amendment to the Preliminary Plan for the Project; and has submitted the Amendment to the Preliminary Plan to the Redevelopment Agency of the City of Hayward; and

WHEREAS, a Preliminary Plan is a preliminary planning study, the adoption of which is categorically exempt from the requirements of the California Environmental Quality Act.

NOW, THEREFORE, THE REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD DOES RESOLVE AS FOLLOWS:

1. The Amendment to the Preliminary Plan for the Downtown Hayward Redevelopment Project - Mission-Foothill Corridor, as formulated and approved by the Planning Commission of the City of Hayward, is hereby accepted by the Agency, and the Agency hereby directs that the amendment to the official Redevelopment Plan for the Project be prepared.
2. Pursuant to section 33328.3 of the Health and Safety Code, the Executive Director is hereby authorized and directed to file the information required by Health and Safety Code, sections 33327 and 33328 with the appropriate taxing **officials**, taxing agencies, and the State Board of Equalization.

HAYWARD, CALIFORNIA _____, 2000

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
Secretary of the Redevelopment Agency
of the City of Hayward

APPROVED AS TO FORM:

General Counsel